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ABSTRACT

The Continuing Education Unit (CEU) is a means of recording and accounting non-credit programs and activities which are professional in nature. Seven criteria have been established to assure the professionalism and quality of instruction. The criteria concern the need, objectives, and rationale of the activity; the course planning and organization, the course sponsorship; the provision for participant registration; and the establishment of evaluation procedures and CEU criteria prior to the beginning of the activity. Five general uses of the CEU are recognized as appropriate; it can also serve several significant roles within the educational institution in relation to other types of credits, educational budgeting, and additional areas. Specific academic uses for the CEU may be developed, but none of the uses should be applied in retrospect for evaluation or measurement. Utilization of the CEU criteria holds several advantages for the student, business, industry, professional organizations, and educational institutions. (Author/AG)

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ADULT BASIC EDUCATION

D.H.E.W.-O.E. — REGION V

STAFF DEVELOPMENT BULLETIN

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CEU

The Continuing Education Unit (CEU) is a means of recording and accounting non-credit programs and activities which are professional in nature. A National Task Force developed the CEU as a unit of measure, involving "10 contact hours of participation in an organized continuing education adult or extension experience under responsible sponsorship, capable direction, and qualified instruction."

In order to assure the professionalism and quality of instruction the following criteria must be utilized **before** individual CEUs are awarded: (Taken from Standard Nine, College Delegate Assembly of the Southern Association of Colleges and Schools)

1. The non-credit activity is planned in response to an assessment of educational need for a specific target population.
2. There is a statement of objectives and rationale.
3. Content is selected and is organized in a sequential manner.
4. There is evidence of pre-planning which should include opportunity for input by a representative of the target group to be served, the faculty area having content expertise, and continuing education personnel.
5. The activity is of an instructional nature and is sponsored or approved by an academic or administrative unit of the institution best qualified to affect the quality of the program content and to approve the resource personnel utilized.
6. There is a provision for registration for individual participants and to provide data for institutional reporting.
7. Appropriate evaluation procedures are utilized and criteria are established for awarding CEU's to individual students prior to the beginning of the activity. This may include the evaluation of student performance, instructional procedures, and course effectiveness.

The use of the CEU in Region V isn't new; however, it is unique with only a few institutions taking advantage of this system to show their institution's total commitment in serving the community.

(More information on the CEU is included in this issue.)

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General Use of the CEU

With the inclusion of the CEU as a part of Standard Nine, the following uses of the CEU are recognized:

1. An institution offering non-credit instructional programs and activities is required to implement the CEU as a uniform system of measurement for recognition of an individual student's participation and for institutional accounting.
2. The institution will need to establish a transcript type of record-keeping procedure for recording individual CEU non-credit activities.
3. Appropriate administrative procedures must be developed within the institution for the awarding of the CEU. The suggested procedures and criteria included in the handbook will serve as a guideline for the use of the CEU.
4. The number of CEU's to be awarded for each course or program should be determined in advance through the regular channels of the administrative unit responsible for special activities in cooperation with the appropriate deans and departments of the institution. The CEU may be awarded and recorded in decimal fractions.
5. The CEU is a flexible unit of measure for non-credit activities and may be used to record an individual's participation in formal classes, courses, programs, and informal or non-traditional modes of non-credit education including various forms independent study.

CEU Within the Institution

The Continuing Education Unit can serve several significant roles within the educational institution. Some of these are:

1. Effective internal coordination and accounting (records) of all non-credit classes, courses, and programs.
2. Provision of a realistic base for budgetary and funding formulas for non-credit educational activities.
3. Provide a base for the measure of faculty and staff participation in non-credit educational activities — both administrative and teaching loads.
4. Serve as a reliable measure of resource utilization, such as space and equipment for non-credit activities.
5. Can be combined with records of credit activities to give an accurate analysis of the total educational program of an instituion in fulfilling its stated role and purpose.

Academic Uses of the CEU

With a uniform use of the CEU by academic institutions, business and industry, and professional organizations, an institution may develop academic uses for the CEU, such as,

(1) Evaluation of employer or organization - developed non - credit learning experiences;

(2) Evaluation and measurement of non-credit learning experiences which may be accepted in lieu of academic credit programs toward a degree. (In such a case, an institution will need to develop evaluation procedures and/or utilize examinations such as CLEP for acceptance of the CEU in an academic degree program.)

(3) Serve as a means of evaluating prior non-credit and educational experiences (CEU) for advanced placement in a degree certificate program.

Retroactive Uses of the CEU

The Continuing Education Unit should not be awarded or used in retrospect for evaluation and measurement of non-credit educational activities conducted prior to the adoption of the unit for use by the respective educational institution, business, or professional group. The value and integrity of the unit can only be assured if it has been awarded in accordance with the criteria and guidelines set forth in the handbook.

Business, Industry, and Organizational Use of CEU

With a utilization of the CEU criteria in the development of employer and professionally based programs, the following benefits may be expected:

1. The individual student will have reasonable assurance of receiving an educational program of consistent quality in the non-credit areas of classes and courses.
2. The development of a single record of non-credit activities for the individual student will be possible.
3. Coordination of and cooperation in non-credit educational programs will be possible among business and industry, professional organizations, and educational institutions.